

# Principal's Leadership Strategy In Overcoming The Influence Of Social Media On Students

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**Abstract:** The presence of social media as a logical consequence of the sophistication of technological developments is a big challenge for the world of education. The impact of social media is not only positive but also harmful and affects school-age children, so an active role is needed from all parties in education, especially school principals, to be able to make social media an opportunity and at the same time demand the ability to take advantage of social media as an opportunity. However, apart from the positive influence that exists, some things are a weakness of social media, namely not being able to transform students' character as social media users. This research is qualitative descriptive research by conducting a literature study. This study identifies articles and journals related to school principals' leadership in tackling the influence of social media on students. Data collection methods accompany this research through literature study by collecting data through articles and journals, analyzing data, and finally drawing conclusions about the problems studied. Moreover, the findings of this study indicate that the principal has a strategic role in achieving the success of an educational process. The existence of social media can be seen as a challenge and opportunity for all school members through the development of a social learning leadership model.

Keywords: Leadership, Age, Media, Social, School.

## I. INTRODUCTION

Everyone is a leader and will be held accountable for what they lead. This expression represents the function of humans as creatures who can lead and be led. Leadership is often associated with the skills, abilities, and level of influence. Therefore, the nature of leadership is not always owned by a "leader." People who do not have positions alone can have good leadership qualities. Dirham, [1].

For some people who are assigned a position as head of school, of course, they have a greater responsibility towards each teacher and student they lead, especially today the world of education is facing extraordinary challenges with the presence of social media, which presents various things that anyone can see. and at any time regardless of social status and education level.

The development of a sophisticated era has made educators aware of positive things and negative things due to social media, which children can easily access without school-age limits, students, and society. Aspects of technology have changed human lifestyles by bringing those far closer and sometimes keeping those close away.

Today, the younger generation masters technology faster, but technological development's exponential speed also triggers too fast and unpredictable changes. So that educators as facilitators must provide flexibility to maximize learning according to conditions. Ideally, educators can innovate and be creative in teaching methods to learn the substance of the field of science to be studied. The way educators teach will be easier for students to remember in the long term than the material's substance. The learning process must lead students to take the initiative to find answers to their questions and curiosity. R. Pertiwi, Y. Suchyadi, and R. Handayani, [2].

This paper seeks to reveal a phenomenon of the principal's leadership role as a top leader in educational institutions in their work in facing the challenges of social media, which most students heavily love. However, the sophistication of existing technology will not be able to effectively provide and instill the value of character education in students so that in turn, the world of education must maintain and fight for this character value as a priority for educational goals and objectives so that it needs to be explored from various aspects in order to realize its success.

## II. METHOD

This research is qualitative descriptive research by conducting a literature study. This study identifies articles and journals related to school principals' leadership in tackling the influence of social media on students. Data collection methods accompany this research through literature study by collecting data through articles and journals, analyzing data, and finally drawing conclusions about the problems studied. This study uses data validation, namely triangulation of data sources accompanied by data analysis in data reduction, data display, and descriptions or conclusions. In the early stages of data reduction, selecting raw data in the form of notes, then displaying the data by providing an understanding of the data to determine the next step, then concluding the data studied.

## III. RESULTS AND DISCUSSION

### Roles and Functions of Leadership in Schools

Leadership is the process of influencing or liberating leaders through their followers to achieve organizational goals. Amin, M. [3] Leadership in English is called Leadership, and in Arabic, it is called Zi'amah or Imamah. In the terminology proposed by Merrifield and Hamzah. Leadership is concerned with stimulating, mobilizing,

directing, and coordinating people's motives and loyalty in joint efforts. Hamzah Zakub [4].

Management experts who adhere to The Traits Theory of leadership, namely Ordway Tead, Chester I Barnard, and Erwin H, Schell, suggest and identify a leader's qualities. Award Read suggests ten qualities that a leader needs to possess: a. physical and mental energy, b. Eager to achieve goals, c. Friendly and affectionate, d. Honest and trustworthy, e. Have technical expertise, f. Passionate in work, g. Intelligence and ability to make decisions, h. Teaching skills, i. Firmness and consistency, j. Loyal to the organization. Suwatno, Donni Juni Prinsa, [5].

Burt Nanus, quoted by the Education and Management Development Institute, said that a leader is expected to play the following roles:

- a. Guidance. A leader is expected to provide direction so that it can be known to what extent the effectiveness and efficiency of implementation to achieve goals;
- b. Change Agent. A leader is a catalyst for change in the external environment. For this reason, leaders must anticipate developments in the outside world, analyze their implications for the organization, set the right vision to address the main issues and priorities for these changes, promote research, and empower employees to create essential changes;
- c. Speakers Leaders as expert speakers, good listeners, and determinants of the organization's vision are advisors to organizational negotiators from outside parties to obtain support information, ideas, and resources that are useful for organizational development;
- d. Coaching Leaders are team coaches who empower individuals in their organizations and direct their behavior according to the vision that has been formulated. In other words, act as a mentor who makes the vision a reality. Komang Ardana, Ni Wayan Mujiati, dan Agung Ayu Sriathi, [6].

Likewise with the role of a school principal, before serving as a leader in educational institutions, of course with all awareness that his duties and roles as top leaders have been understood, then everyone who gets the opportunity to lead ideally has much experience in managing and guiding each of his subordinates as described as follows.

In addition, according to Sondag P Siagian, the categories of leaders are as follows:

1. Have broad general knowledge, strong memory, rationality, future orientation, objectivity, pragmatism, flexibility, adaptability;
2. Firm and straightforward nature on time, the instinct of relevance, exemplary, inquisitive, high sense of cohesion, anticipatory attitude, willingness to be a good listener, integrative capacity;
3. Ability to develop and grow, analytical, determine priorities, distinguish between more vital interests, educate skills, and communicate effectively. Sondang P Siagian dalam Dirham [7].

The category of leaders as mentioned above is very important to be considered by the principal, in terms of having broad general knowledge of course including knowledge about the development of the times and technology that will significantly affect all aspects of the world of education, from student behavior, learning media, teacher readiness to adapt to existing technological facilities/infrastructure, as well as the influence of the social environment on the sustainability of the educational process. Furthermore, being firm and straightforward on time must also be the commitment of the principal because his figure will be a role model and in terms of the ability to develop, of course, no less important than other categories. The principal must be able to make the school environment a place for the development of every potential of teachers and students, with the ability to pay attention to every potential that exists for the progress of teachers and students.

The biggest challenge in schools and especially for educators who face anomalies, becomes its complexity and ambiguity due to technological developments. One of them is educators trying to change learning methods suitable for the younger generation, who are more open and critical and more ready to change than the previous generation. Y. Suchyadi [8] Of course, the strategy in learning that is applied by the teacher under the coordination of the principal will significantly determine the success of the education process.

#### **Impact of Social Media on Child Development**

The Directorate General of Informatics Applications (Aptika) of the Ministry of Communications and Informatics revealed that internet users in Indonesia currently reach 82 million people and are ranked eighth globally. Of this figure, 95 percent use the internet to access social networks. Anastasia Siwi Fatma Utami, Nur Baiti, [9].

Social media is a website intended to make friends and socialize on the internet. *Social media* is online media that supports social interaction. Social media uses web-based technologies that turn communication into interactive dialogue. The development of social media has an impact on our communication today. The advent of web 2.0 allows people to build social relationships and share information. Nasrullah, R. [10].

Several social media applications are in great demand by the public, including school-age children, namely: YouTube, Instagram, Twitter, Facebook, WhatsApp, Line, Online Games, and many others. The existence of social media can make many changes in a person, both in personality, level of creativity, intelligence, and socialization. ) Intan Diyah Retno Palupi [11].

In the use of social media, Youtube can affect the development of intellectual intelligence (IQ), emotional intelligence (EQ), spiritual intelligence (SQ), and social in children. The research results for the influence of YouTube social media on intellectual intelligence (IQ) shows that information technology, especially YouTube, has a bad influence on children's intellectual intelligence. YouTube can make children's level of interest in learning decrease and can harm children's achievement levels.

### **Approach for School Age Children as Social Media Users**

Social media users are more limited by school-age students, starting from early childhood education, elementary school, middle school, and high school. Each stage of education requires special skills and abilities in understanding the impact of social media on the educational process, both formal and informal.

The approach taken to early childhood will undoubtedly be very different from adolescent children, especially in providing moral messages on the impact of social media users. The approach takes a unique strategy because physically, early childhood is a group of children aged 0-8 years who have various genetic potentials and are ready to be grown and developed through the provision of stimulation. There is an aspect of intelligence for early childhood by being given a stimulus with the proper use of social media. This is done because it can help children regulate the speed of their play, process strategies in playing, and help improve the ability of the child's right brain while under good supervision. Intan Diyah Retno Palupi [12].

Furthermore, the age of children approaching adolescence (ages 8-13 years) also requires a particular approach to warn of the impact of using social media, especially at this age children will be prepared to enter higher education levels and will enter adolescence. It is a transitional age to enter adolescence at this age, so the curiosity is excellent, and the use of social media in children before adolescence is very high.

Furthermore, the word "teenagers" comes from the Latin word *adolescere*, which means to grow or grow maturity which means to grow or grow into an adult. Adolescence has a broader meaning, including mental, emotional, social, and physical maturity. Elizabeth. B. Hurlock. [13].

Adolescence is a transitional period, moving from childhood to adolescence. Children must leave everything that is childish and must also learn new patterns of behavior and attitudes to replace the behaviors and attitudes that have been abandoned.

Understanding the other side of a child's personality, better known as the adolescent psychology approach, is a part of developmental psychology that specifically studies adolescent life. Adolescents' social and personality development will have implications for the way they respond to their knowledge or experiences. In education, social development in adolescents will encourage him always to obey school rules, establish good interactions with school friends, respect educators or friends who are explaining lessons. Gatot Marwoko C A [14].

In terms of negative emotions, teenagers generally have not been able to control them well. As a teenager, his behavior is controlled by his emotions. Elizabeth B. Hurlock argues that: Teenagers can eliminate the "suppressed feelings" or the forces generated by the existing emotions by sharing things that cause emotions with someone they trust. Eliminating these pent-up emotional forces is also called "emotional catharsis" Elizabeth. B. Hurlock [15].

### **Leadership Success Factors**

The leadership carried out by a school principal is, of course, closely related to the process of achieving educational goals, and when it comes to the success factor of one's leadership to the school, many factors influence success in a learning process that takes place in the classroom, one of which is students. In following the learning process, students become factors that determine success in a lesson. A supportive student situation will usually create an excellent and smooth learning process, while a less supportive one will create less than optimal learning processes and outcomes. Luh Putu Ary Sri Tjahyanti [16].

According to Pane, learning and learning activities are interactive educational processes to achieve educational goals. Learning is a system that is contained in the learning process, and learning consists of several components that interact with each other, consisting of teachers, students, objectives, materials, media, methods, and evaluations. *Learning* is a teaching and learning activity related to education that involves students and teaching staff who will bring changes in behavior in the form of attitudes, skills, knowledge, etc. So that the learning process provides convenience and helps students to be able to learn well following the objectives to be studied. The success of learning is undoubtedly a collaboration with school residents, including the role of teachers as educators. Dirham [17].

This collaboration with school residents is known as the concept of Social Learning, a theory that can provide a model that ensures reciprocal continuity interaction between environmental leaders and their behavior. The emphasis of this social learning approach lies in the role of leadership behavior, continuity, and reciprocal interactions among all existing variables (students, teachers, learning, teaching materials, parents, community).

The application of this type of leadership is explicit that members are actively involved in organizational activities and, together with the leader, focus their behavior and other behaviors, considering the possibilities of the environment and cognition that can mediate. Thus, this social learning approach focuses on opportunities for leaders and members to discuss all matters that arise. Leaders and their members have a positive interaction relationship and are aware of how to improve each other's behavior by providing the desired rewards [18].

## **IV. CONCLUSIONS**

The leadership of the principal in an educational institution is undoubtedly essential for an educational process following educational goals. Moreover, nowadays, the entry of technology that develops social media content has made school-age children the most significant users. He realized that it could be the role of the principal to prepare his managerial skills to make teachers and students develop without forgetting the essence of character education. Existing social media is expected to be a supporter of creativity by not eroding the nation's generation whose social and ethical values are reduced so that an adaptive leadership strategy is needed in collaboration with school residents to

direct, guide and format an educational model that pays attention to social learning.

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